



**ENERGY STAR Automated Benchmarking Initiative:
Hosting the US EPA's Energy Performance Rating System**

Attributes of Our Best Hosts
February 2005

The hosting model may vary slightly based on your business model. While a variety of energy information providers can integrate the rating, EPA has identified what constitutes the most successful hosting relationship and offering to our participants. Here are the attributes of our best hosts, some of which may become requirements for hosting after the pilot initiative is completed:

- Joins as an SPP Partner to get maximum program support and opportunity.
- Thoroughly studies and understands the documentation associated with this effort.
- Thoroughly studies and understands the Portfolio Manager system, including background documentation available on the ENERGY STAR web site.
- Understands the ENERGY STAR mission, both in delivering ratings to assess building and portfolio performance over time, and deliver recognition for exemplary performance.
- Aggressively shares questions, concerns, and ideas with the EPA team, including participation in regular conference calls to discuss issues encountered.
- Participates in an early cross-walk of customers and ENERGY STAR Partners to facilitate the selection of a suitable pilot customer and to help EPA understand the potential associated with the relationship.
- Assists, both functionally and through the energy information interface, with the collection, storage, and periodic updating of building characteristics data.
- Provides customer interface that is creative but offers customers the ability to watch monthly changes in ratings over time, including aggregate ratings for the portfolio.
- Ensures all marketing materials, press releases, and/or web text associated with the hosting relationship are consistent with existing ENERGY STAR messaging and follow logo use guidelines.
- Proposes for review any marketing materials, press releases, and/or web text associated with the hosting relationship with EPA.
- Invites EPA in to help support this process as appropriate to facilitate customer understanding of this initiative, to obtain historical Portfolio Manager data for uploading into the customer's account, and to help manage reconciliation of the host and EPA data sets.
- Investigates the potential to incorporate ENERGY STAR financial and other analysis techniques into the analytical offering to customers.

If you have any questions about these attributes and how to best move your relationship with ENERGY STAR in this direction, please feel free to contact Sarah O'Connell at (703) 934-3141 or soconnell@icfconsulting.com.